

LUCIA TOMASSINI

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Master's Degree: Architecture

MSc: Urban Development and Reconstruction in developing countries

PhD: School of Events, Tourism and Hospitality Management,
Leeds Beckett University (UK)

Language skills

Italian: Mother tongue

English: Advanced / Business user

Spanish: Advanced / Business user

French: Basic user



As Tourism Destination Manager and Researcher, I have gained extensive theoretical and practical experience of working in a variety of contexts including academic institutions, research studies, non-governmental international organizations and private companies. As part of this role, I created networks and partnerships with the private and public sector organisations, marketed to the tourism sector and was responsible for inventorying, mapping and branding local heritage. Throughout my career, I have successfully performed managerial and supervising duties in multi-cultural teams to deliver high-quality results and outcomes.

PROFESSIONAL EXPERIENCE

From 09/2020 - now: **Research Lecturer in Sustainability in Hospitality and Tourism at the Hotel Management School of NHL Stenden University of Applied Sciences | Netherlands**
www.nhlstenden.com

10/2018 – 09/2019: **Visiting Research Fellow at Leeds Beckett University | United Kingdom**
www.leedsbeckett.ac.uk

From 10/2014 - now: **Co-founder & Destination Manager 'amavido GmbH' | Germany**
www.amavido.de
Start up promoting the hospitality and cultural offer of Italian villages and hamlets in the German market

07/2015 – 06/2019: **Programme Director 'Overseas Adventure Travel' | Grand Circle Corporation**
www.oattravel.com
Programme Direction and Coordination of tours in Northern and Central Italy

01/2011 – 08/2011: **Responsible International Cooperation area 'In.D.A.Co.' | Italy**
International Development Agency for Cooperatives & Companies - www.indaco.coop
Management of the DEV.A Desk activities as part of the EU project Su.Pa. – Successful Paths. Supporting Human and Economic Capital of Migrants. Project 2009 – 2010 was extended until May 2011 (1.290.000€).

08/2009 – 09/2010: **Urban planner consultant at 'A.C.R.A.' NGO | Quito, Ecuador**
Associazione di Cooperazione Rurale in Africa e America Latina - www.acraccs.org
Consultancy in the Europaid project 'Pro Poor Tourism Strategies' (400.000 usd) to enable non state actors and local authorities to actively engage in Pro Poor Tourism Initiatives.

10/2005 – 06/2009: **Urban planner term contract work at City Planning Office, Municipality of Pesaro | Italy**
<http://www.comune.pesaro.pu.it/>

EDUCATION

10/2011 – 06/2018: **PhD at School of Events, Tourism and Hospitality Management, Leeds Beckett University | United Kingdom**
International Centre for Research in Events, Tourism and Hospitality - <http://www.leedsbeckett.ac.uk>
Title of the thesis: "A study of the narrated organisational effectiveness in small values-based tourism firms"
[Awarded with "Rotary Ambassadorial Scholarship" - Rotary International Foundation]
Director of Study: Prof. Rhodri Thomas, Supervisor: Prof. Xavier Font

- 01/2009 – 12/2009: **International Master of Science in 'Urban Development and Reconstruction in developing countries' IUAV | Italy**
 IUAV Istituto Universitario Architettura Venezia - www.masterurbandevlopment.it
- 08/2006 – 09/2006: **Action research on participatory planning and urban rehabilitation en La Habana - Cuba**
 A selected team of 25 European post lauream for the International Workshop "Bajo el Mismo Techo":
- 2003: **Academic Degree on Architecture, IUAV | Italy**
 IUAV Istituto Universitario Architettura Venezia – www.iuav.it
 Final mark: 110/110

ACADEMIC PUBLICATIONS

- 2020: (Tomassini, L.; Font, X. Thomas, R.) **Narrating values-based entrepreneurs in tourism** *Journal of Tourism and Cultural Change* [in press] DOI: 10.1080/14766825.2020.1793991
- 2020: (Tomassini, L.) **'Doing the right thing': organisational effectiveness and pronesis in small values-based tourism firms** *Current Issues in Tourism*, DOI: 10.1080/13683500.2020.1793922
- 2020: (Tomassini, L.; Cavagnaro, E.) **The novel spaces and power-geometries in tourism and hospitality after 2020 will belong to the 'local'** *Tourism Geographies*, DOI: 10.1080/14616688.2020.1757747
- 2019: (Tomassini, L.) **The co-creation of diverse values and paradigms in small values-based tourism firms** Special Issue *Critical Issues in tourism co-creation*, *Tourism Recreation Research*, 44(3), 359-369
- 2019: (Tomassini, L.; Font, X. Thomas, R.) **The case for linguistic analysis illustrated by studying small tourism firms** Special Issue *Creative and Disruptive Methodologies in Tourism Studies*, *Tourism Geographies*, DOI: 10.1080/14616688.2019.1619824
- 2012: (Tomassini, L.) **Is there management effectiveness in small values-based tourism firms?** Collection of Conference Papers "Competition and innovation in tourism: new challenges in an uncertain environment" – IRAT, *Universidad de Huelva*, *Guidetur* Enzo Albano editor, Naples

CONFERENCES

- 2020 **Circular Economy in Hospitality: how small hospitality firms understand the social dimension of circularity**
 NBM 2020 – *Driving sustainable transition: people, business, society. Sustainable, Circular, Inclusive*, 1 – 2 July, Nijmegen NL
- 2020 **Circular Hospitality in Friesland: how small hospitality firms understand circular economy & its co-creative dimension** [Nominee Best Paper Award]
 THE INC 2020 – *Revisiting value co-creation and co-destruction in tourism, hospitality and events*, 10 – 11 June, Leeuwarden NL
- 2018 **A study of the narrated organisation effectiveness in small values-based tourism firm**
 THE INC 2018 – *Tourism, Hospitality, and Events in a changing world*, 26 – 28 June, Buxton UK
- 2018 **Narrating organisational effectiveness in tourism**
 ATLAS Annual Conference – *Destination Dynamics*, 26 – 29 September, Copenhagen, Denmark

ONLINE CONTRIBUTIONS

- 2020 **Campus Fryslan Globcast: the future of tourism, rethinking public and private spaces** (18.06.2020)
Campus Fryslân - University of Groningen interviews Lucia Tomassini and Elena Cavagnaro to discuss the future of the space of tourism and hospitality after 2020. Here the podcast of the interview:
<https://anchor.fm/campusfryslan/episodes/The-future-of-tourism--rethinking-public-and-private-space-eet0e1>
- 2015 **E se aiutare gli animali fosse tra le cose più efficaci che possiamo fare?** (06.05.2015)
www.glistatigenerali.com
https://www.glistatigenerali.com/bioetica_consumi/e-se-aiutare-gli-animali-fosse-tra-le-cose-piu-efficaci-che-possiamo-fare/

- 2015 **Dallo SlowFood allo SlowTourism: il potenziale di borghi e paesi italiani** (31.03.2015)
www.glistatigenerali.com
https://www.glistatigenerali.com/beni-culturali_turismo/dallo-slow-food-allo-slow-tourism-il-potenziale-di-borghi-e-paesi-italiani/
- 2015 **Come nasce una mappa: intervista a Giuliano Ramat** (07.02.2015)
www.lenius.it
<https://www.lenius.it/come-nasce-una-mappa/>
- 2015 **Il turismo enogastronomico Italiano: quanto mangiare e bere bene non basta più** (05.02.2015)
www.glistatigenerali.com
<https://www.glistatigenerali.com/turismo/il-turismo-enogastronomico-italiano-quando-mangiare-e-bere-bene-non-basta-piu/>
- 2015 **Crowdmapping: quando la mappa è un'opera collettiva** (02.01.2015)
www.lenius.it
<https://www.lenius.it/crowdmapping/>
- 2015 **Turismo e Siti Patrimonio dell'Umanità: l'Italia ne conta 50** (30.01.2015)
www.glistatigenerali.com
https://www.glistatigenerali.com/architettura-urbanistica_arte_beni-comuni_beni-culturali_parchi-e-riserve_turismo/turismo-e-siti-patrimonio-dellumanita-litalia-ne-conta-50/
- 2015 **Turismo balneare italiano: mare, coste, Bandiere Blue e cemento** (18.01.2015)
www.glistatigenerali.com
https://www.glistatigenerali.com/paesaggio_turismo/turismo-balneare-italiano-mare-coste-bandiere-blu-e-cemento/
- 2015 **Perché fumetti e vignette hanno un ruolo centrale nella cultura francese?** (11.01.2015)
www.glistatigenerali.com
<https://www.glistatigenerali.com/fumetti/perche-fumetti-e-vignette-hanno-un-ruolo-centrale-nella-cultura-francese/>
- 2014 **Ecoturismo: quando il viaggio si fa natura** (24.02.2014)
www.lenius.it
<https://www.lenius.it/ecoturismo/>
- 2014 **Il turismo Responsabile salverà il mondo?** (12.02.2014)
www.lenius.it
<https://www.lenius.it/turismo-responsabile-salvera-il-mondo/>
- 2014 **Turismo dove vai?** (26.10.2014)
www.glistatigenerali.com
https://www.glistatigenerali.com/beni-culturali_turismo/il-turismo-e-una-disciplina-che-generalmente-affascina-e-al-tempo-stesso-conturi/
- 2014 **Mappe dei viaggiatori: 9 carte per 9 modi di vedere il mondo** (20.10.2014)
www.lenius.it
<https://www.lenius.it/mappe-dei-viaggiatori/>
- 2014 **Mappe degli stereotipi: l'altra faccia delle mappe dei viaggiatori** (24.11.2014)
www.lenius.it
<https://www.lenius.it/mappe-degli-stereotipi/>
- 2014 **Inghilterra, Belgio e le occasioni mancate di Italia.it** (15.11.2014)
www.glistatigenerali.com
<https://www.glistatigenerali.com/turismo/se-una-notte-dinverno-un-viaggiatore/>
- 2014 **We animals: animali non umani, esseri invisibili nella macchina moderna** (15.12.2014)
www.glistatigenerali.com
https://www.glistatigenerali.com/consumi_filosofia_inquinamento/we-animals-animali-non-umani-esseri-invisibili-nella-macchina-moderna/
- 2014 **Luoghi e Turismo: cosa fa di un luogo una destinazione turistica?** (26.08.2014)
www.lenius.it
<https://www.lenius.it/destinazione-turistica/>
- 2014 **Voluntourism, impegno civile e turismo** (21.03.2014)
www.lenius.it
<https://www.lenius.it/voluntourism-turismo-volontario/>
- 2014 **Turismo culturale: quando il viaggio è storia, arte, cultura e spettacolo** (08.05.2014)
www.lenius.it
<https://www.lenius.it/turismo-culturale/>
- 2014 **Slowtourism: il fascino di viaggiare con lentezza** (18.04.2014)
www.lenius.it
<https://www.lenius.it/slow-tourism/>
- 2014 **Slumtourism: quando l'esclusione sociale fa turismo** (29.05.2014)
www.lenius.it

<https://www.lenius.it/slum-tourism/>

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Lucio Ammanni